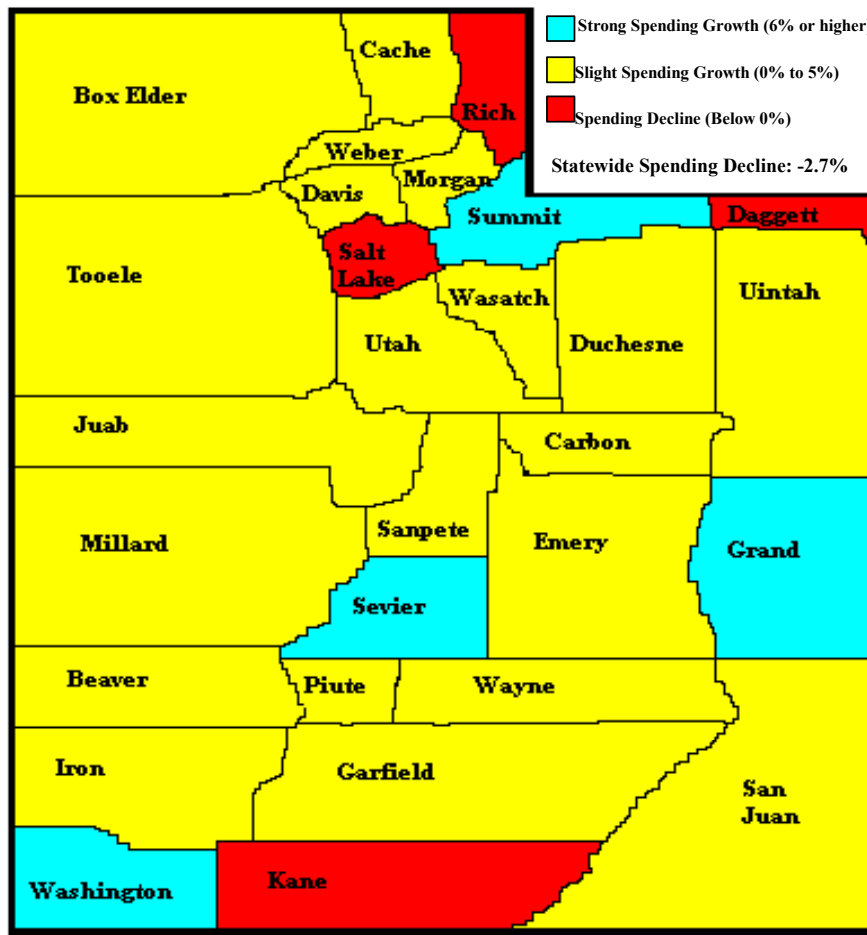


Economic Impacts of Travel & Tourism

TRAVELER SPENDING IN UTAH % Change 2001 to 2002



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Employment Impacts
Spending Impacts
Local Tax Impacts

Economic Impact of Travel & Tourism - Employment

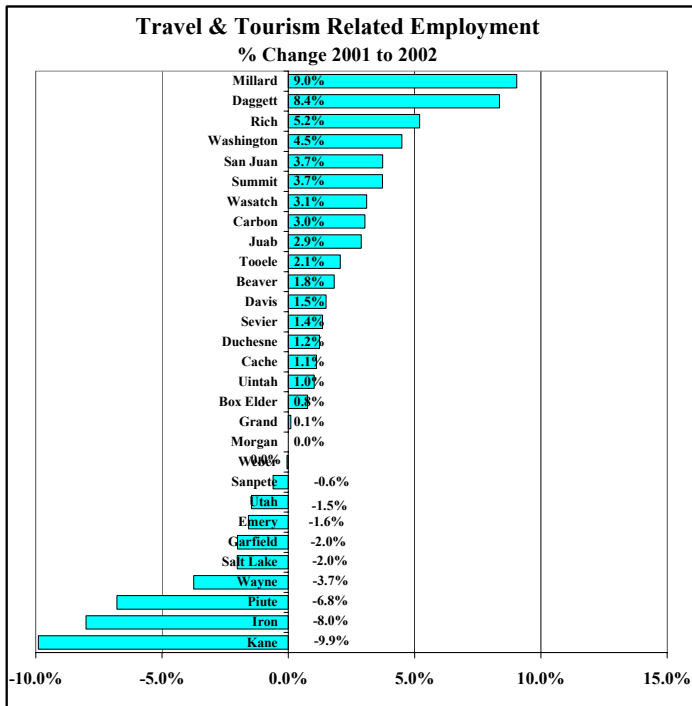
Rank	County	2002 Tourism Employment	Percent of State Total	Rank	County	2002 Tourism Employment	Percent of State Total
1	Salt Lake	41,933	41.5%	16	Carbon	1,018	1.0%
2	Utah	8,595	8.5%	17	San Juan	833	0.8%
3	Davis	8,342	8.2%	18	Sanpete	818	0.8%
4	Weber	8,001	7.9%	19	Box Elder	800	0.8%
5	Summit	7,373	7.3%	20	Millard	675	0.7%
6	Washington	7,152	7.1%	21	Duchesne	658	0.7%
7	Cache	2,185	2.2%	22	Juab	535	0.5%
8	Grand	2,042	2.0%	23	Beaver	504	0.5%
9	Uintah	1,474	1.5%	24	Emery	436	0.4%
10	Wasatch	1,395	1.4%	25	Daggett	324	0.3%
11	Sevier	1,194	1.2%	26	Wayne	283	0.3%
12	Iron	1,056	1.0%	27	Morgan	194	0.2%
13	Kane	1,047	1.0%	28	Rich	182	0.2%
14	Tooele	1,039	1.0%	29	Piute	55	0.1%
15	Garfield	1,022	1.0%				

Travel & Recreation-Related Employment 1997 to 2002

County	1997	1998	1999	2000	2001(old)	2001(new)	2002	% Change 2001-2002
Beaver	427	450	451	464	459	495	504	1.8%
Box Elder	646	688	727	718	705	794	800	0.8%
Cache	1,302	1,379	1,419	1,454	1,449	2,161	2,185	1.1%
Carbon	714	751	727	635	649	988	1,018	3.0%
Daggett	184	194	206	222	208	299	324	8.4%
Davis	4,753	4,922	5,111	5,340	5,521	8,219	8,342	1.5%
Duchesne	462	479	483	497	503	650	658	1.2%
Emery	284	280	258	253	270	443	436	-1.6%
Garfield	986	974	1,114	1,038	1,011	1,043	1,022	-2.0%
Grand	1,853	1,827	1,898	1,878	1,920	2,040	2,042	0.1%
Iron	1,524	1,603	1,504	1,484	1,501	1,148	1,056	-8.0%
Juab	334	345	358	338	363	520	535	2.9%
Kane	1,000	1,031	929	909	894	1,162	1,047	-9.9%
Millard	423	449	464	450	457	619	675	9.0%
Morgan	122	121	128	129	140	194	194	0.0%
Piute	20	23	32	35	40	59	55	-6.8%
Rich	162	172	183	191	199	173	182	5.2%
Salt Lake	35,527	36,662	38,197	39,013	40,049	42,796	41,933	-2.0%
San Juan	807	829	857	816	744	803	833	3.7%
Sanpete	456	448	441	458	424	823	818	-0.6%
Sevier	684	680	673	671	675	1,178	1,194	1.4%
Summit	5,456	5,695	5,924	6,290	6,622	7,108	7,373	3.7%
Tooele	602	616	676	726	748	1,018	1,039	2.1%
Uintah	770	811	843	866	867	1,459	1,474	1.0%
Utah	5,252	5,400	5,578	5,883	6,133	8,722	8,595	-1.5%
Wasatch	747	823	898	932	936	1,353	1,395	3.1%
Washington	4,009	4,131	4,319	4,415	4,571	6,844	7,152	4.5%
Wayne	212	249	242	260	255	294	283	-3.7%
Weber	3,733	3,841	4,075	4,092	4,233	8,005	8,001	0.0%
State of Utah	112,500	117,000	121,500	125,500	128,500	101,409	101,164	-0.2%

Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

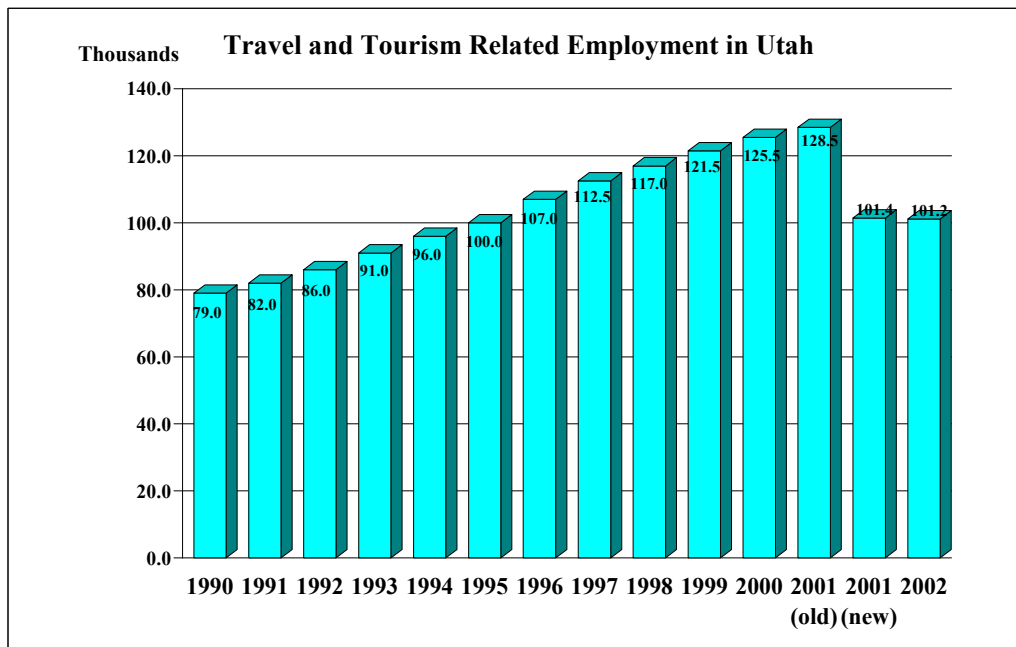
Economic Impact of Travel & Tourism - Employment



The Department of Community and Economic Development has converted the old travel and tourism codes to the new NAICS coding and updated the location quotients (the ratio of employment in each industry compared to the national average) used to determine travel and tourism related employment. Because it now seems that travel and tourism related employment and spending may fluctuate more than previously thought, and because state and national data is available on an increasingly timely basis, the hope is to update the state and county location quotients at least every other year.

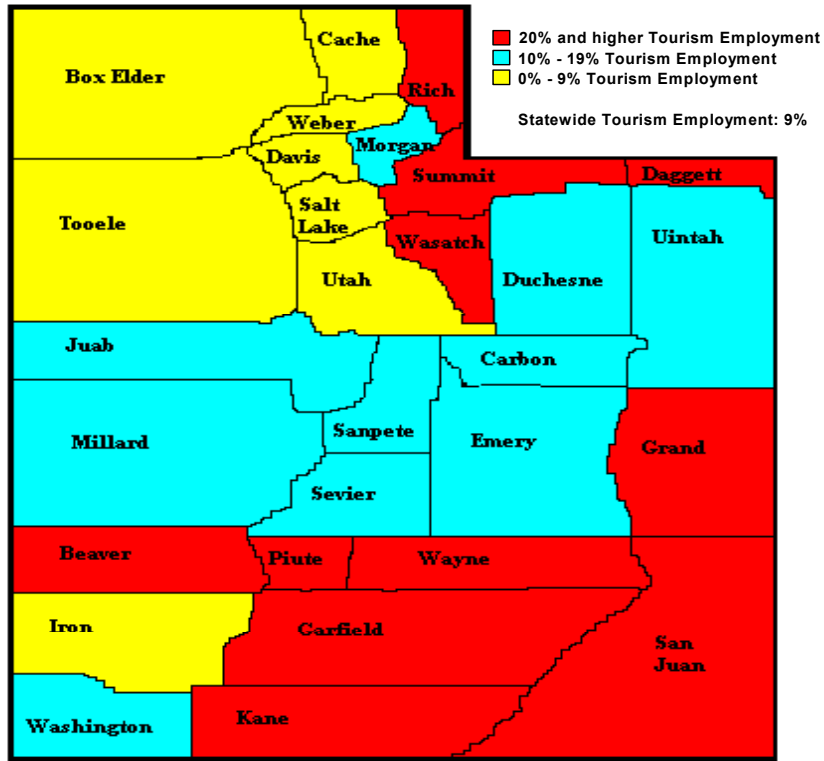
In addition to the direct travel related employment figure, statewide indirect tourism employment is calculated based on the RIMS II employment multipliers for the travel and tourism related industries included in the above model. Whereas direct tourism employment represents jobs immediately created by tourism spending, indirect and induced employment represent additional employment that occurs as the initial spending spreads through the economy. Indirect and induced jobs are created as travel industry businesses purchase goods and services from local suppliers or as travel and tourism employees spend their salaries on local goods and services.

See Appendix B for more information.



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Employment



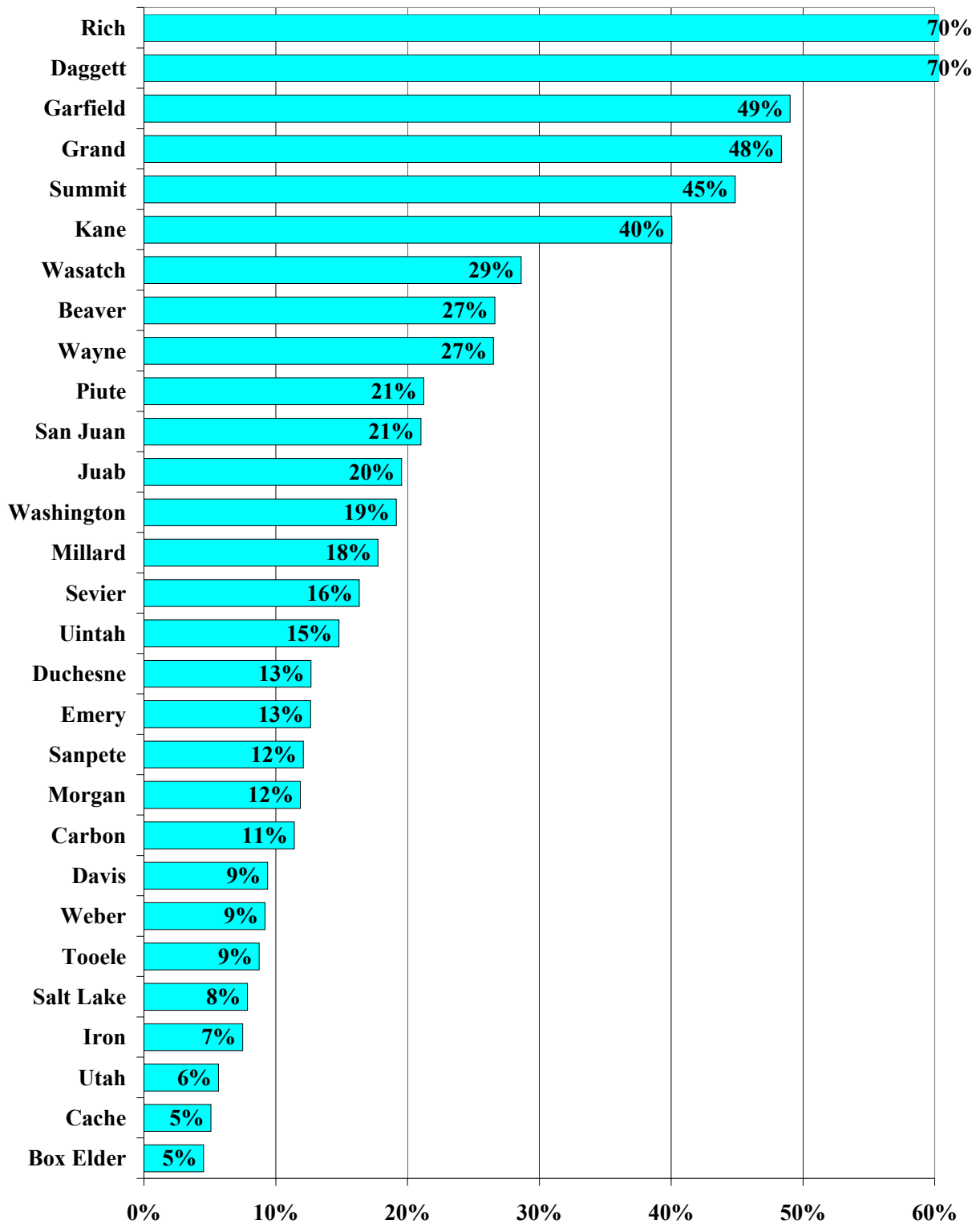
SOURCE: Utah Department of Workforce Services; adapted by Utah Division of Travel Development

Six counties - Salt Lake, Utah, Davis, Weber, Summit and Washington - account for 80% of the measurable impacts of tourism in the state of Utah. Nonetheless, many rural Utah counties are much more dependent on tourism dollars than counties in the metro areas. Fewer employment opportunities due to a more focused economic base means that rural counties are often dependent on benefits from tourism industries. Tourism dominates the economies of counties in the northeast and southeast regions of the state, comprising a significant portion of the county's employment base, tax receipts, personal income and business profits. Although more populous and more diversified economically than other rural areas, the southwest region of the state still depends heavily on tourism. The central Utah region and the northwest region remain less dependent on tourism. The four Wasatch Front counties are responsible for the bulk of tourism's impacts in Utah. However, because of the large employment base and diversified economy of these counties, tourism makes an important, although proportionally less significant contribution to these counties than elsewhere in the state.

Overall, tourism and travel related employment accounts for nearly 9% of all non-agricultural jobs in Utah. That makes tourism the 6th largest employment sector in the state, behind other major sectors such as Trade, Transportation, Utilities; Government; Professional and Business Services; Manufacturing; and Education and Health Services.

Tourism Dependence

% of Total Employment in Tourism Related Jobs



Economic Impact of Travel & Tourism - Traveler Spending

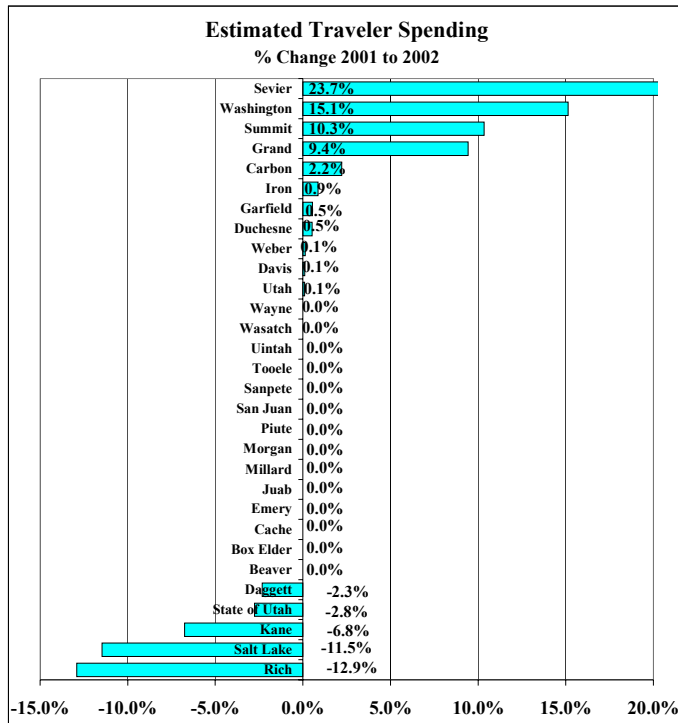
Rank	County	2002 Tourism Spending	Percent of State Total	Rank	County	2002 Tourism Spending	Percent of State Total
1	Salt Lake	\$1,786,700,000	43.1%	16	Tooele	\$36,500,000	0.9%
2	Washington	\$447,400,000	10.8%	17	Sanpete	\$21,800,000	0.5%
3	Summit	\$402,100,000	9.7%	18	Box Elder	\$22,700,000	0.5%
4	Davis	\$291,400,000	7.0%	19	San Juan	\$21,900,000	0.5%
5	Utah	\$214,200,000	5.2%	20	Millard	\$21,200,000	0.4%
6	Weber	\$218,300,000	5.3%	21	Duchesne	\$19,200,000	0.4%
7	Iron	\$128,400,000	3.1%	22	Beaver	\$19,300,000	0.4%
8	Grand	\$111,400,000	2.7%	23	Juab	\$13,500,000	0.3%
9	Uintah	\$54,200,000	1.3%	24	Emery	\$12,400,000	0.3%
10	Wasatch	\$52,500,000	1.3%	25	Morgan	\$10,000,000	0.2%
11	Kane	\$49,700,000	1.2%	26	Daggett	\$8,400,000	0.2%
12	Cache	\$46,700,000	1.1%	27	Wayne	\$6,900,000	0.2%
13	Sevier	\$46,000,000	1.1%	28	Rich	\$2,700,000	0.1%
14	Garfield	\$36,700,000	0.9%	29	Piute	\$2,600,000	0.1%
15	Carbon	\$36,800,000	0.9%				

Estimated Spending by Travelers 1997 to 2002

County	1997	1998	1999	2000	2001 (old)	2001 (new)	2002	2001-2002
Beaver	\$23,300,000	\$24,300,000	\$24,100,000	\$24,500,000	\$23,100,000	\$19,300,000	\$19,300,000	0.0%
Box Elder	\$35,200,000	\$37,200,000	\$38,800,000	\$37,900,000	\$35,400,000	\$22,700,000	\$22,700,000	0.0%
Cache	\$70,900,000	\$74,500,000	\$75,700,000	\$76,800,000	\$72,800,000	\$46,700,000	\$46,700,000	0.0%
Carbon	\$38,900,000	\$40,600,000	\$38,800,000	\$33,500,000	\$32,600,000	\$36,000,000	\$36,800,000	2.2%
Daggett	\$10,000,000	\$10,500,000	\$11,000,000	\$11,700,000	\$10,500,000	\$8,600,000	\$8,400,000	-2.3%
Davis	\$259,200,000	\$266,000,000	\$272,700,000	\$282,100,000	\$277,600,000	\$291,100,000	\$291,400,000	0.1%
Duchesne	\$25,200,000	\$25,900,000	\$25,800,000	\$26,300,000	\$25,300,000	\$19,100,000	\$19,200,000	0.5%
Emery	\$15,500,000	\$15,100,000	\$13,800,000	\$13,400,000	\$13,600,000	\$12,400,000	\$12,400,000	0.0%
Garfield	\$53,700,000	\$52,600,000	\$59,400,000	\$54,800,000	\$50,800,000	\$36,500,000	\$36,700,000	0.5%
Grand	\$100,900,000	\$98,700,000	\$101,300,000	\$99,200,000	\$96,500,000	\$101,800,000	\$111,400,000	9.4%
Iron	\$83,000,000	\$86,600,000	\$80,200,000	\$78,400,000	\$75,500,000	\$127,300,000	\$128,400,000	0.9%
Juab	\$18,200,000	\$18,600,000	\$19,100,000	\$17,900,000	\$18,200,000	\$13,500,000	\$13,500,000	0.0%
Kane	\$54,500,000	\$55,700,000	\$49,600,000	\$48,000,000	\$44,900,000	\$53,300,000	\$49,700,000	-6.8%
Millard	\$23,000,000	\$24,300,000	\$24,800,000	\$23,800,000	\$23,000,000	\$21,200,000	\$21,200,000	0.0%
Morgan	\$6,600,000	\$6,500,000	\$6,800,000	\$6,800,000	\$7,000,000	\$10,000,000	\$10,000,000	0.0%
Piute	\$1,100,000	\$1,200,000	\$1,700,000	\$1,800,000	\$2,000,000	\$2,600,000	\$2,600,000	0.0%
Rich	\$8,800,000	\$9,300,000	\$9,800,000	\$10,100,000	\$10,000,000	\$3,100,000	\$2,700,000	-12.9%
Salt Lake	\$1,934,500,000	\$1,981,100,000	\$2,038,100,000	\$2,060,800,000	\$2,013,500,000	\$2,018,100,000	\$1,786,700,000	-11.5%
San Juan	\$43,900,000	\$44,800,000	\$45,700,000	\$43,100,000	\$37,400,000	\$21,900,000	\$21,900,000	0.0%
Sanpete	\$24,800,000	\$24,200,000	\$23,500,000	\$24,200,000	\$21,300,000	\$21,800,000	\$21,800,000	0.0%
Sevier	\$37,300,000	\$36,800,000	\$35,900,000	\$35,400,000	\$33,900,000	\$37,200,000	\$46,000,000	23.7%
Summit	\$297,100,000	\$307,700,000	\$316,100,000	\$332,300,000	\$332,900,000	\$364,400,000	\$402,100,000	10.3%
Tooele	\$32,800,000	\$33,300,000	\$36,100,000	\$38,300,000	\$37,600,000	\$36,500,000	\$36,500,000	0.0%
Uintah	\$41,900,000	\$43,800,000	\$45,000,000	\$45,700,000	\$43,600,000	\$54,200,000	\$54,200,000	0.0%
Utah	\$286,000,000	\$291,800,000	\$297,600,000	\$310,800,000	\$308,300,000	\$214,000,000	\$214,200,000	0.1%
Wasatch	\$40,700,000	\$44,500,000	\$47,900,000	\$49,200,000	\$47,100,000	\$52,500,000	\$52,500,000	0.0%
Washington	\$218,300,000	\$223,200,000	\$230,400,000	\$233,200,000	\$229,800,000	\$388,600,000	\$447,400,000	15.1%
Wayne	\$11,600,000	\$13,400,000	\$12,900,000	\$13,700,000	\$12,800,000	\$6,900,000	\$6,900,000	0.0%
Weber	\$203,300,000	\$207,600,000	\$217,400,000	\$216,200,000	\$212,800,000	\$218,000,000	\$218,300,000	0.1%
State of Utah	\$4,000,000,000	\$4,100,000,000	\$4,200,000,000	\$4,250,000,000	\$4,150,000,000	\$4,259,300,000	\$4,141,600,000	-2.8%

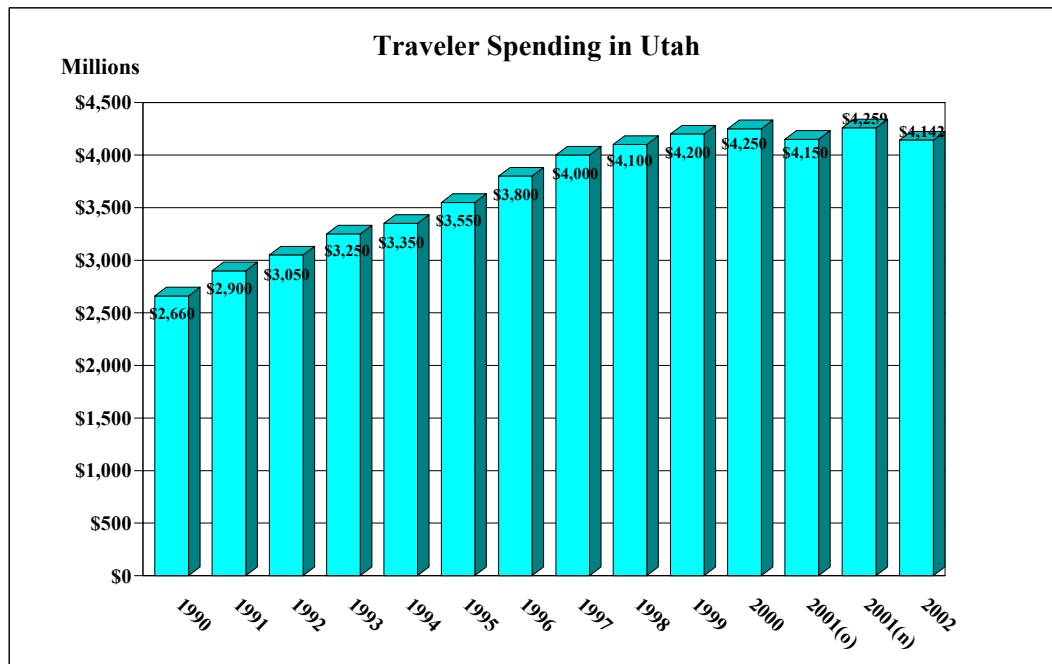
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Traveler Spending



This year the Department of Community and Economic Development and Division of Travel Development used county-level taxable sales and services and personal income data to arrive at both state and county level traveler spending estimates. County travel and tourism related spending was calculated from taxable sales and services, weighted by county total personal income to account for residents, times county share of travel and tourism related employment. This methodology is an attempt to account for in-state vs. non-resident tourist as well as inter-county travel. Statewide travel and tourism spending is the aggregate total of county spending, adjusted by an estimate of inter-county non-“leisure travel” spending derived from the county taxable sales and personal income data. The state estimate was then checked against survey-derived estimates of non-resident traveler spending in Utah.

See Appendix B for complete discussion of methodology.



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Local Tax Impact

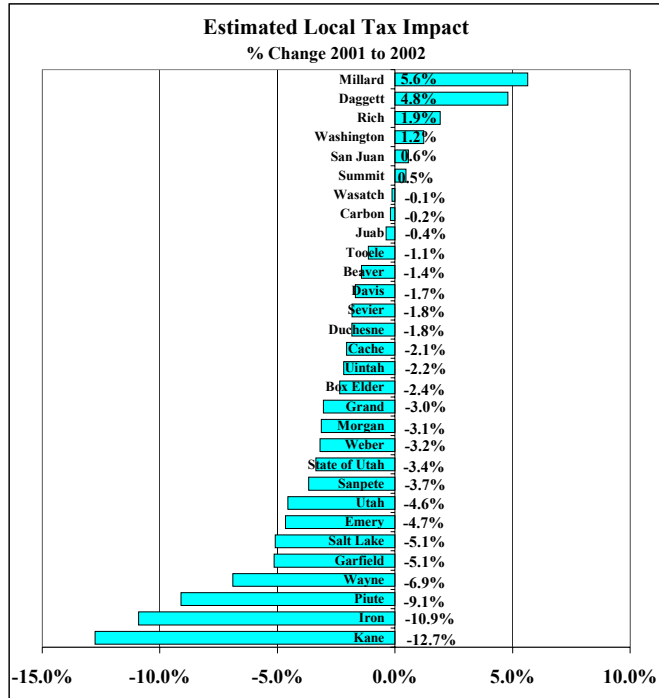
Rank	County	2002 Local Tax Impact	Percent of State Total	Rank	County	2002 Local Tax Impact	Percent of State Total
1	Salt Lake	\$35,731,000	42.5%	16	Tooele	\$718,000	0.9%
2	Washington	\$9,110,000	10.8%	17	Sanpete	\$446,000	0.5%
3	Summit	\$7,963,000	9.5%	18	Box Elder	\$444,000	0.5%
4	Davis	\$5,717,000	6.8%	19	San Juan	\$435,000	0.5%
5	Utah	\$5,200,000	6.2%	20	Millard	\$378,000	0.4%
6	Weber	\$4,377,000	5.2%	20	Duchesne	\$378,000	0.4%
7	Iron	\$2,994,000	3.6%	22	Beaver	\$320,000	0.4%
8	Grand	\$2,275,000	2.7%	23	Juab	\$270,000	0.3%
9	Uintah	\$1,062,000	1.3%	24	Emery	\$247,000	0.3%
10	Wasatch	\$1,035,000	1.2%	25	Morgan	\$194,000	0.2%
11	Kane	\$1,003,000	1.2%	26	Daggett	\$157,000	0.2%
12	Cache	\$982,000	1.2%	27	Wayne	\$131,000	0.2%
13	Sevier	\$910,000	1.1%	28	Rich	\$97,000	0.1%
14	Garfield	\$744,000	0.9%	29	Piute	\$48,000	0.1%
15	Carbon	\$741,000	0.9%				

Estimated Local Tax Revenues from Traveler Spending 1997 to 2002

County	1997	1998	1999	2000	2001 (old)	2001 (new)	2002	% Change 2000-2001
Beaver	\$484,000	\$506,000	\$501,000	\$510,000	\$480,000	\$319,000	\$320,000	0.3%
Box Elder	\$731,000	\$773,000	\$807,000	\$789,000	\$737,000	\$442,000	\$444,000	0.5%
Cache	\$1,474,000	\$1,550,000	\$1,575,000	\$1,598,000	\$1,515,000	\$979,000	\$982,000	0.3%
Carbon	\$809,000	\$844,000	\$807,000	\$698,000	\$679,000	\$701,000	\$741,000	5.7%
Daggett	\$208,000	\$218,000	\$229,000	\$244,000	\$218,000	\$160,000	\$157,000	-1.9%
Davis	\$5,391,000	\$5,532,000	\$5,672,000	\$5,867,000	\$5,773,000	\$5,700,000	\$5,717,000	0.3%
Duchesne	\$523,000	\$538,000	\$536,000	\$546,000	\$526,000	\$377,000	\$378,000	0.3%
Emery	\$322,000	\$315,000	\$286,000	\$278,000	\$282,000	\$246,000	\$247,000	0.4%
Garfield	\$1,117,000	\$1,095,000	\$1,236,000	\$1,140,000	\$1,057,000	\$733,000	\$744,000	1.5%
Grand	\$2,098,000	\$2,054,000	\$2,106,000	\$2,063,000	\$2,008,000	\$2,058,000	\$2,275,000	10.5%
Iron	\$1,726,000	\$1,802,000	\$1,669,000	\$1,631,000	\$1,570,000	\$2,931,000	\$2,994,000	2.1%
Juab	\$378,000	\$387,000	\$397,000	\$371,000	\$380,000	\$269,000	\$270,000	0.4%
Kane	\$1,133,000	\$1,159,000	\$1,031,000	\$999,000	\$935,000	\$1,068,000	\$1,003,000	-6.1%
Millard	\$479,000	\$505,000	\$515,000	\$494,000	\$478,000	\$377,000	\$378,000	0.3%
Morgan	\$138,000	\$136,000	\$142,000	\$142,000	\$146,000	\$193,000	\$194,000	0.5%
Piute	\$22,000	\$26,000	\$36,000	\$38,000	\$42,000	\$48,000	\$48,000	0.0%
Rich	\$184,000	\$194,000	\$203,000	\$210,000	\$208,000	\$54,000	\$97,000	79.6%
Salt Lake	\$40,239,000	\$41,207,000	\$42,392,000	\$42,865,000	\$41,880,000	\$39,310,000	\$35,731,000	-9.1%
San Juan	\$914,000	\$931,000	\$951,000	\$897,000	\$778,000	\$434,000	\$435,000	0.2%
Sanpete	\$516,000	\$503,000	\$489,000	\$503,000	\$443,000	\$445,000	\$446,000	0.2%
Sevier	\$775,000	\$765,000	\$747,000	\$737,000	\$706,000	\$710,000	\$910,000	28.2%
Summit	\$6,180,000	\$6,401,000	\$6,575,000	\$6,911,000	\$6,925,000	\$7,098,000	\$7,963,000	12.2%
Tooele	\$682,000	\$692,000	\$750,000	\$798,000	\$782,000	\$716,000	\$718,000	0.3%
Uintah	\$872,000	\$912,000	\$936,000	\$951,000	\$907,000	\$1,058,000	\$1,062,000	0.4%
Utah	\$5,949,000	\$6,069,000	\$6,191,000	\$6,464,000	\$6,413,000	\$4,498,000	\$5,200,000	15.6%
Wasatch	\$846,000	\$925,000	\$997,000	\$1,024,000	\$979,000	\$1,032,000	\$1,035,000	0.3%
Washington	\$4,541,000	\$4,643,000	\$4,793,000	\$4,851,000	\$4,780,000	\$7,766,000	\$9,110,000	17.3%
Wayne	\$240,000	\$280,000	\$269,000	\$286,000	\$267,000	\$131,000	\$131,000	0.0%
Weber	\$4,229,000	\$4,317,000	\$4,523,000	\$4,496,000	\$4,427,000	\$4,364,000	\$4,377,000	0.3%
State of Utah	\$83,200,000	\$85,280,000	\$87,360,000	\$88,400,000	\$86,320,000	\$84,217,000	\$84,107,000	-0.1%

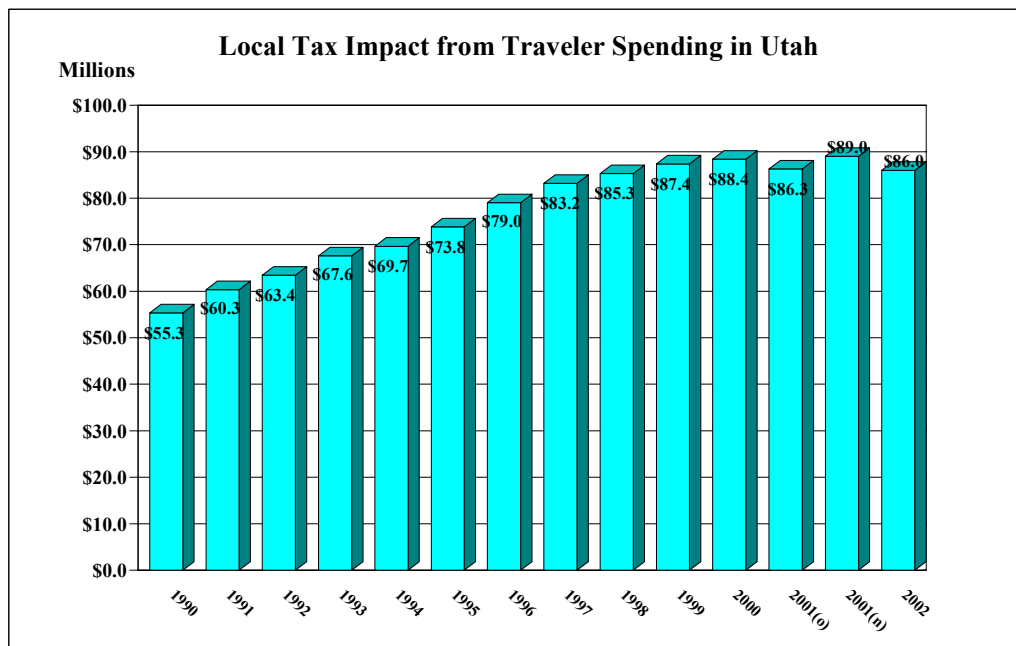
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Local Tax Impact



Total statewide tax impacts are calculated based on historical average tax rates that indicate that approximately 8% of traveler spending is collected for state and local tax revenues. Based on Utah's tax distribution system, the local tax portion is roughly 26% of all tax revenues.

See Appendix B for complete discussion of methodology.



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.